USDA Weekly Retail Turkey Feature Activity

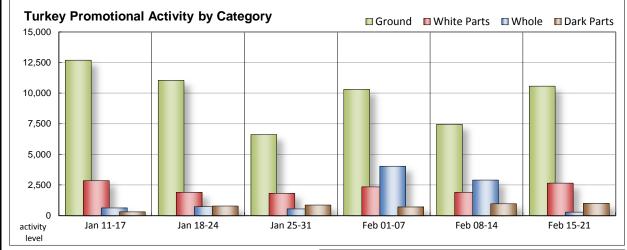
Fri. Feb 15, 2013

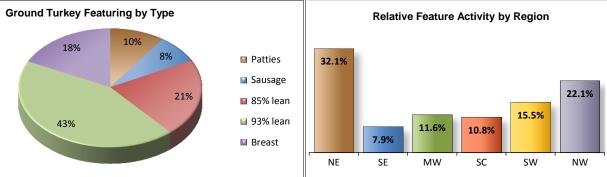
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/15 thru 02/21.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| NATIONAL SUMMARY | | | | | | | | | | | |
|---|---------------------|-----------|----------------|-----------|---|--------------|--|--|--|--|--|
| | THIS WEEK LAST WEEK | | | | | | | | | | |
| 1/ | | of 23,200 | | of 23,200 | LAST YEAR 44.7% of 22,500 outlets | | | | | | |
| Feature Rate 1/ | | tlets | | tlets | | | | | | | |
| Special Rate 4/ | 1. | 4% | 3. | .9% | 1.1% | | | | | | |
| Activity Index 2/ | 14 | ,880 | 14 | ,270 | 12, | 010 | | | | | |
| 3/ | Stores | Wtd Avg | Stores Wtd Avg | | Stores | Wtd Avg | | | | | |
| WHOLE BIRDS: | | | | | | | | | | | |
| Fresh - Hens | | | | | | | | | | | |
| " - Toms | | | | | | | | | | | |
| Frozen - Hens | 220 | | 1,450 | | 60 | 0.96 | | | | | |
| " - Toms | 60 | 1.42 | 1,450 | 0.92 | 130 | 0.94 | | | | | |
| PARTS: | | | | | | | | | | | |
| Breast: | | | | | | | | | | | |
| Bone-in, whole | 700 | 4.00 | 440 | 0.54 | 20 | 0.40 | | | | | |
| Fresh | 720 | | 110 | | 30 | 2.18 | | | | | |
| Frozen Split, bone-in | 510 | 2.06 | 550 | 1.77 | 950 | 1.81 | | | | | |
| Fresh | | | 50 | 2.99 | 160 | 2.99 | | | | | |
| Rotisserie | 480 | 7.90 | 540 | | 120 | 8.23 | | | | | |
| Boneless, whole | 10 | | 10 | | 50 | 5.39 | | | | | |
| Cutlets | 480 | | 400 | | 650 | 5.20 | | | | | |
| Cutlets, thin sliced | 100 | | 400 | 3.03 | 90 | 4.99 | | | | | |
| · | 100 | 4.99 | | | 90 | 4.99 | | | | | |
| Strips | 250 | 4.00 | 000 | 4.05 | 400 | 4.05 | | | | | |
| Tenders Marinated Tenders | 350 | | 230 150 | | 420 1,670 | 4.65 5.07 | | | | | |
| Drumsticks | 230 80 | | 270 | | 210 | 1.59 | | | | | |
| Thighs | 30 | _ | 270 | - | 10 | 1.98 | | | | | |
| Wings | 40 | | 260 | | 170 | 1.64 | | | | | |
| Necks | | 1.02 | 230 | | 70 | 1.65 | | | | | |
| Smoked Drumsticks | 310 | 1.99 | 80 | | 70 | 2.15 | | | | | |
| Smoked Wings | 220 | | 80 | | 20 | 1.79 | | | | | |
| Smoked Necks | 310 | | 20 | | | 10 | | | | | |
| GROUND TURKEY: | 10,570 | | 7,450 | | 5,410 | 3.25 | | | | | |
| Patties | 1,030 | | 710 | | 50 | 3.14 | | | | | |
| Sausage | 820 | 3.31 | 1,330 | 3.35 | 300 | 3.36 | | | | | |
| 85% lean | 2,240 | 2.71 | 1,120 | 2.62 | 410 | 2.17 | | | | | |
| 93% lean | 4,600 | 3.23 | 2,500 | 3.26 | 3,300 | 3.05 | | | | | |
| Breast | 1,880 | 4.75 | 1,790 | 4.28 | 1,350 | 4.13 | | | | | |
| Rolls (frsh/frz 1 lb.) | 60 | 1.49 | 500 | 1.47 | 1,460 | 1.21 | | | | | |
| Specialty 5/ | | - | | - | | | | | | | |
| Patties | | | 40 | 3.99 | 10 | 4.99 | | | | | |
| 93-94% lean | 90 | | 340 | | 100 | 4.73 | | | | | |
| Breast | 10 | | 40 | | 150 | 5.90 | | | | | |
| Note: rolls & specialty not included in ground turkey total and weighted average. | | | | | | | | | | | |

This Week's Turkey Feature Highlights Retail feature activity increases going into the middle of the month. Fewer offerings of frozen whole turkeys combined with higher prices indicate retailers have cleaned up excess inventories. Promotional activity increases on fresh bone-in breasts and pricing is very attractive this week; fewer stores promote frozen bone-in breasts and prices are higher. Shoppers will find fewer ads featuring rotisserie breasts. Retailers continue to show only limited interest in promoting boneless white parts, mostly cutlets at higher prices. Offerings increase on dark parts; retail market activity slows on fresh parts but the increase on smoked dark parts more than makes up for the decline on fresh parts. Ground turkey feature activity is much more active this week. Offerings increase on all the grinds with the exception of sausage; prices are mixed. Deli featuring is less active. Offerings decrease on service deli turkey items, increase on service deli chicken; prices are mixed. Self-service deli promotional activity is sharply lower; prices are also lower.





All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/ Feature Rate: the amount of sampled stores advertising <u>any</u> reported turkey item during the current week, expressed as a percentage of the total sample. 2/ Activity Index: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300). 3/ Stores/Avg: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/ Special Rate: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.) 5/ Specialty: products produced from birds raised on an all vegetable diet without antibiotics and minimally processed.



Fri. Feb 15, 2013

USDA Weekly Retail Turkey Feature Activity
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 02/15 thru 02/21.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| | NORTI | HEAST U.S. | | | SOUT | HEAST U.S. | | | MIDWEST U.S. | | | | |
|------------------------------|--|-----------------|---------|------------|----------------|---------------|------------------------------------|---------------------------------------|---------------|--------|---------|--|--|
| | (CT,DE,MA,MD,M | E,NH,NJ,NY,PA,F | (A | L,FL,GA,MS | ,NC,SC,TN,VA | ,WV) | (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | | |
| Feature Rate 1/ | Rate 1/ 61.5% of 4,600 sampled outlets | | | | | 00 sampled ou | tlets | 39.4% of 4,200 sampled outlets | | | | | |
| Special Rate 4/ | 4.4% of stores w | • | | • | / no-price pro | | | 3.1% of stores w/ no-price promotions | | | | | |
| Activity Index ^{2/} | | Index = 6,010 | 0.070 | | Index = 2,010 | | | | Index = 1,980 | | | | |
| Activity index | Price Range | Summar | Price | Range | Sumn | narv | Price R | | Sumn | narv | | | |
| | (\$/pound) | | Vtd Avg | | ound) | Stores | Wtd Avg | (\$/pot | 0 | Stores | Wtd Avg | | |
| WHOLE BIRDS: | | | | | | | | | | | | | |
| Fresh - Hens | | | | | | | | | | | | | |
| " - Toms | | | | | | | | | | | | | |
| Frozen - Hens | | | | | 0.99 | 60 | 0.99 | 0.99 - | 1.49 | 120 | 1.05 | | |
| " - Toms | | | | | | | | 0.99 - | 1.49 | 20 | 1.37 | | |
| PARTS: | | | | | | | | | | | | | |
| Breast: | | | | | | | | | | | | | |
| Bone-in, whole | | | | | | | | | | | | | |
| Fresh | 1.99 | 650 | 1.99 | | 1.99 | 70 | 1.99 | | | | | | |
| Frozen | | | | | | | | 1.79 - | 1.99 | 200 | 1.84 | | |
| Split, bone-in | | | | | | | | | | | | | |
| Fresh | | | | | | | | | | | | | |
| Rotisserie | 5.98 - 8.99 | 210 | 6.49 | | | | | | | | | | |
| Boneless, whole | 3.99 | 10 | 3.99 | | | | | | | | | | |
| Cutlets | 4.99 - 5.99 | 440 | 5.25 | | | | | 3.98 - | 4.99 | 40 | 4.83 | | |
| Cutlets, thin sliced | | | | | | | | | 4.99 | 100 | 4.99 | | |
| Strips | | | | | | | | | | | | | |
| Tenders | 5.99 | 110 | 5.99 | | 3.99 | 120 | 3.99 | 3.98 - | 4.99 | 120 | 4.91 | | |
| Marinated Tenders | 4.66 - 4.79 | 210 | 4.69 | | | | | | 3.99 | 20 | 3.99 | | |
| Drumsticks | 1.49 - 1.59 | 40 | 1.52 | | | | | 1.49 - | 1.79 | 40 | 1.72 | | |
| Thighs | | | | | | | | | 1.79 | 30 | 1.79 | | |
| Wings | 1.59 - 2.59 | 30 | 1.93 | | | | | | 1.49 | 10 | 1.49 | | |
| Necks | | | | | | | | | | | | | |
| Smoked Drumsticks | 1.99 - 2.49 | 190 | 2.01 | | 1.99 | 10 | 1.99 | | 1.99 | 10 | 1.99 | | |
| Smoked Wings | 1.79 - 2.49 | 190 | 1.82 | | 1.99 | 10 | 1.99 | 1.79 - | 1.99 | 20 | 1.91 | | |
| Smoked Necks | 1.79 | 180 | 1.79 | | 1.79 | 40 | 1.79 | | | | | | |
| GROUND TURKEY: | | | | | | | | | | | | | |
| Patties | 2.99 - 4.59 | 760 | 3.28 | 3.50 | - 3.69 | 30 | 3.58 | 3.69 - | 4.19 | 150 | 4.03 | | |
| Sausage | 2.45 - 3.99 | 230 | 3.30 | 3.59 | - 3.69 | 50 | 3.65 | | 2.99 | 120 | 2.99 | | |
| 85% lean | 2.25 - 3.33 | 770 | 2.72 | 2.50 | - 2.99 | 180 | 2.58 | 2.33 - | 2.99 | 280 | 2.79 | | |
| 93% lean | 2.68 - 3.84 | 1,360 | 3.32 | 2.90 | - 3.49 | 1,360 | 3.16 | 2.49 - | 3.49 | 450 | 3.02 | | |
| Breast (99-100% lean) | 3.84 - 5.38 | 550 | 4.61 | 3.84 | - 4.61 | 80 | 4.20 | 4.79 - | 4.99 | 210 | 4.96 | | |
| Rolls (frsh/frz 1 lb.) | | | | | | | | 1.49 - | 2.38 | 20 | 1.89 | | |
| Specialty ^{5/} | | | | | | | | | | | | | |
| Patties | | | | | | | | | | | | | |
| 93-94% lean | 3.99 - 4.49 | 70 | 4.18 | | | | | | 3.00 | 20 | 3.00 | | |
| Breast | 6.99 | 10 | 6.99 | | | | | | | | | | |





(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

| | SOUTH (| CENTRAL U.S. | | | SOUTH | HWEST U.S. | | | NORTHWEST U.S. | | | | |
|---|------------------|-------------------|---------|-------|------------------|----------------|---------|--|----------------|---------------|---------|--|--|
| | (AR,AZ,CO,KS, | LA,MO,NM,OK,T | K,UT) | | (C. | A,HI,NV) | | (AK,ID,MT,OR,WA,WY) 71.7% of 1,200 sampled outlets 0.0% of stores w/ no-price promotions | | | | | |
| Feature Rate 1/ | 42.0% of 4,20 | 00 sampled outle | ets | | 0.2% of 2,90 | 00 sampled out | tlets | | | | | | |
| Special Rate 4/ | 0.0% of stores w | // no-price promo | otions | 0.0% | of stores w | / no-price pro | motions | | | | | | |
| Activity Index 2/ | Activity | Index = 1,840 | | | Activity | Index = 1,910 | | | Activity | Index = 1,130 | | | |
| , | Price Range | Summa | Price | Range | Summ | nary | Price I | Range | Sumr | | | | |
| | (\$/pound) | Stores | Wtd Avg | (\$/p | ound) | Stores | Wtd Avg | (\$/pc | ound) | Stores | Wtd Avg | | |
| WHOLE BIRDS: | | | | | | | | | | | | | |
| Fresh - Hens | | | | | | | | | | | | | |
| " - Toms | | | | | | | | | | | | | |
| Frozen - Hens | 1.29 | 10 | 1.29 | | | | | | 1.49 | 30 | 1.49 | | |
| " - Toms | 1.29 | 10 | 1.29 | | | | | | 1.49 | 30 | 1.49 | | |
| PARTS: | | | | | | | | | | | | | |
| Breast: | | | | | | | | | | | | | |
| Bone-in, whole | | | | | | | | | | | | | |
| Fresh | | | | | | | | | | | | | |
| Frozen | 2.49 | 20 | 2.49 | 1.48 | - 1.99 | 20 | 1.74 | 1.88 | - 2.29 | 270 | 2.21 | | |
| Split, bone-in | | | | | | | | | | | | | |
| Fresh | | | | | | | | | | | | | |
| Rotisserie | 8.99 | 270 | 8.99 | | | | | | | | | | |
| Boneless, whole | | | | | | | | | | | | | |
| Cutlets | | | | | | | | | | | | | |
| Cutlets, thin sliced | | | | | | | | | | | | | |
| • | | | | | | | | | | | | | |
| Strips Tenders | | | | | | | | | | | | | |
| Marinated Tenders | | | | | | | | | | | | | |
| Drumsticks | | | | | | | | | | | | | |
| Thighs | | | | | | | | | | | | | |
| • | | | | | | | | | | | | | |
| Wings Necks | | | | | | | | | | | | | |
| Smoked Drumsticks | 1.59 - 1.99 | 100 | 1.95 | | | | | | | | | | |
| | 1.59 - 1.99 | 100 | 1.95 | | | | | | | | | | |
| Smoked Wings | 1.00 | 00 | 1.00 | | | | | | | | | | |
| Smoked Necks GROUND TURKEY: | 1.99 | 90 | 1.99 | | | | | | | | | | |
| Patties | 3.69 | 60 | 3.69 | 2.40 | - 3.99 | 30 | 3.76 | | | | | | |
| | 3.09 | 60 | 3.69 | | | 410 | | | 3.27 | 10 | 2.27 | | |
| Sausage | 2 20 2 40 | E70 | 2.07 | | - 4.99 | | 3.37 | 2 20 | | | | | |
| 85% lean | 2.39 - 3.19 | 570 | 2.87 | | - 2.66 | 390 | 2.46 | 2.39 | | 50 | | | |
| 93% lean | 3.08 - 3.99 | 160 | 3.54 | | - 3.99 - 5.51 | 740 | 3.26 | | 3.19 | 530 | | | |
| Breast (99-100% lean) | 4.39 - 4.99 | 510 40 | 4.80 | 4.79 | - 5.51 | 320 | 4.87 | | 4.79 | 210 | 4.79 | | |
| Rolls (frsh/frz 1 lb.) Specialty ^{5/} | 1.29 | 40 | 1.29 | - | | | | | | | | | |
| - | | | | | | | | | | | | | |
| Patties | | | | | | | | | | | | | |
| 93-94% lean | | | | | | | | | | | | | |
| Breast | | | | I | | | | | | | | | |



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/15 thru 02/21.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

| | N | ATIONAL | SUMMAR | RY | | | | NORTHEAST U.S. | | | | | SOUTHEAST U.S. | | | |
|---------------------------------|---------|----------|------------|----------|---------|----------|------------------------------------|-------------------------|---------------------|------------------------------|---------|--------------------------------|----------------|--------|---------|--|
| | This | Week | Last | Week | Last | Year | (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT) | | | (AL,FL,GA,MS,NC,SC,TN,VA,WV) | | | | | | |
| 1/ | 66.0% o | f 23,200 | 79.8% o | f 23,200 | 81.1% o | f 22,500 | | | | | | | | | | |
| Feature Rate 1/ | sto | res | sto | res | sto | res | | 82. | 0% of 4,600 s | sampled ou | tlets | 72.7% of 6,100 sampled outlets | | | | |
| Activity Index 2/ | 40. | 910 | E 2 | 280 | AE | E20 | | Activity Index = 14,340 | | | ı | Activity Index = 9,500 | | | | |
| Activity Index 2/ | 40, | 910 | 52, | 200 | 45, | 530 | | Price F | Price Range Summary | | Price | <u> </u> | | ummary | | |
| | Stores | Wtd Avg | Stores | Wtd Avg | Stores | Wtd Avg | | (\$/po | ound) | Stores | Wtd Avg | (\$/pound) | | Stores | Wtd Avg | |
| SERVICE DELI - Turkey | | | | | | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | | | | | | |
| Processor Brand | 5,460 | 7.77 | 5,880 | 8.38 | | 7.77 | | 6.98 | | 1,800 | 8.06 | 6.99 | - 10.49 | 2,130 | | |
| Private Brand | 1,380 | 7.56 | 2,130 | 7.60 | 1,340 | 7.34 | 1 ' | 6.99 | - 9.99 | 510 | 7.11 | | 7.49 | 110 | 7.49 | |
| Category 2 | | | | | | | | | | | | | | | | |
| Processor Brand | 4,770 | 5.86 | 5,420 | 6.00 | | 6.04 | | 4.99 - | | 1,200 | 5.65 | | - 6.99 | 800 | | |
| Private Brand | 3,590 | 6.71 | 3,530 | 7.02 | 3,040 | 5.76 | | 5.97 - | 7.49 | 2,020 | 7.12 | 5.98 | - 6.99 | 810 | 6.03 | |
| Category 3 | 000 | 4.05 | 4 000 | 0.07 | 4 500 | 5 40 | | 0.00 | 4.00 | 400 | 4.07 | 0.00 | 4.00 | 00 | 4.54 | |
| Processor Brand | 690 | 4.25 | 1,090 | 3.87 | 1,520 | 5.43 | | 3.99 - | | 400 | 4.37 | 3.99 | - 4.99 | 90 | 4.51 | |
| Private Brand | 220 | 4.91 | 50 | 5.18 | 80 | 3.99 | | 3.99 - | 4.99 | 190 | 4.90 | | | | | |
| Turkey Ham Processor Brand | 520 | 4.03 | 240 | 4.85 | 570 | 3.27 | | 3.79 - | 4.00 | 380 | 4.40 | | | | | |
| Private Brand | 320 | 4.03 | 240 | 4.00 | 370 | 3.21 | ' | 3.19 - | 4.99 | 300 | 4.40 | | | | | |
| Turkey Pastrami | | | | | | | | | | | | | | | | |
| Processor Brand | 460 | 3.88 | 730 | 4.33 | 260 | 4.06 | 1 . | 3.49 - | 4.50 | 340 | 3.83 | | | | | |
| | 460 | 3.00 | 730 | 4.33 | 260 | 4.06 | ' | 3.49 - | 4.59 | 340 | 3.83 | | | | | |
| Private Brand | | | | | | | | | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | | | | | | |
| Category 1 | 0.500 | 7.04 | 0.000 | 7.05 | 0.000 | 7.40 | | - 00 | 0.00 | 4.050 | 7.00 | 0.00 | 0.00 | 4.040 | 0.70 | |
| Processor Brand | 3,590 | 7.91 | 3,220 | 7.65 | 3,280 | 7.42 | | | - 8.99 | 1,050 | 7.98 | 6.99 | | 1,240 | | |
| Private Brand | 2,360 | 7.64 | 900 | 7.12 | 750 | 7.27 | 1 ' | 6.99 | - 7.99 | 930 | 7.10 | 6.99 | - 7.49 | 80 | 7.28 | |
| Category 2 | 040 | F 00 | 240 | F 07 | 700 | 0.40 | | 2.00 | 5.00 | 200 | 4.70 | | 4.00 | 40 | 4.00 | |
| Processor Brand | 640 | 5.20 | 310 | 5.67 | 720 | 6.18 | | 3.99 - | 5.99 | 360 | 4.79 | | 4.99 | 40 | 4.99 | |
| Private Brand SELF-SERVICE DELI | 170 | 5.99 | 240 | 5.45 | 200 | 4.99 | | | | | | | | | | |
| (dollars per tub or pouch) | | | | | | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | | | | | | |
| Processor Brand | 4,670 | 3.12 | 9,270 | 2.99 | 7,000 | 3.13 | | 2.50 - | 3.99 | 1,350 | 3.51 | 2 25 | - 3.99 | 1,130 | 3.23 | |
| Private Brand | 2,270 | 3.12 | , | 2.65 | 4,250 | 2.95 | | 2.49 - | | 970 | 2.77 | | - 3.99 | 270 | | |
| Turkey 16 oz | ۷,۷۱۷ | 3.10 | 4,100 | 2.03 | 4,200 | 2.90 | 1 | - ۳۶ - | 3.30 | 910 | 2.11 | 2.49 | - 3.00 | 210 | 2.01 | |
| Processor Brand | 3.670 | 4.99 | 1,810 | 4.40 | 1,550 | 5.13 |] . | 4.49 - | 5.99 | 590 | 4.94 | 3 99 | - 5.99 | 1,460 | 5.00 | |
| Private Brand | 0,070 | 4.00 | 1,010 | 7.40 | 1,000 | 0.10 | | 0 | 0.00 | 030 | 7.07 | 0.00 | 0.00 | 1,400 | 0.00 | |
| Chicken 7-10 oz | | | | | | | | | | | | | | | | |
| Processor Brand | 4,400 | 3.11 | 9.100 | 3.00 | 6.060 | 3.18 | | 2.50 - | 3.99 | 1,280 | 3.51 | 2.25 | - 3.99 | 1,070 | 3.27 | |
| Private Brand | 2,050 | 3.17 | 4,180 | 2.65 | -, | 2.95 | | 2.49 - | | 970 | 2.77 | _ | - 3.00 | 270 | | |
| 2.14.14 | _, | | ., | 50 | ., | 50 | | | | | | _, | | | | |

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)



USDA Weekly Retail Turkey Feature Activity - Poultry Deli Meats

Advertised Prices for Poultry Deli Meats to Consumers at Major Retail Supermarket Outlets during the period of 02/15 thru 02/21.

(prices in dollars per pound unless otherwise noted; does not reflect all poultry items available in the marketplace)

| | | EST U.S. | | CENTRAL U | | | /EST U.S. | NORTHWEST U.S. (AK,ID,MT,OR,WA,WY) 60.8% of 1,200 sampled outlets | | | |
|----------------------------------|----------------------------|-----------------|------------------|-----------------|--------------|---------------------|----------------------|--|---------------------------|--|--|
| | (IA,IL,IN,KY,MI,MI | N,ND,NE,OH,SD, | VI) (AR,AZ,CO,KS | S,LA,MO,NM,OI | K, IX,UI) | (CA,F | HI,NV) | | | | |
| Feature Rate 1/ | 52.4% of 4,200 | sampled outlets | 55.6% of 4, | 200 sampled o | utlets | 63.0% of 2,900 | sampled outlets | | | | |
| Activity Index 2/ | Activity In | ndex = 6,650 | Activit | ty Index = 4,77 | 0 | Activity Inc | dex = 3,980 | Activity Index = 1,670 | | | |
| Activity mack 2/ | Price Range | Summary | Price Range | Summ | ary | Price Range | Summary | Price Range | Summary Stores Wtd Avg | | |
| | (\$/pound) | Stores Wtd Av | g (\$/pound) | Stores V | Vtd Avg | (\$/pound) | Stores Wtd Avg | (\$/pound) | | | |
| SERVICE DELI - Turkey | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | |
| Processor Brand | 5.99 - 10.49 | 480 7.0 | | | 7.92 | 6.99 - 10.99 | 340 7.63 | 6.98 - 12.99 | 60 8.87 | | |
| Private Brand | 6.99 - 7.99 | 190 7.3 | 2 6.99 - 7.99 | 290 | 7.16 | 8.99 | 280 8.99 | | | | |
| Category 2 Processor Brand | 4.49 - 6.99 | 1.170 5.9 | 5 4.99 - 6.99 | 1.100 | E 66 | 5.49 - 6.99 | 180 6.89 | 4.99 - 6.98 | 320 6.05 | | |
| Processor Brand Private Brand | 4.49 - 6.99 4.99 - 6.98 | 450 5.9 | | , | 5.66 6.48 | 5.49 - 6.99 6.99 | 180 6.89 250 6.99 | 4.99 - 6.96 | 320 6.05 | | |
| Category 3 | 4.99 - 6.96 | 450 5.8 | 5.96 - 6.96 | 60 | 0.46 | 6.99 | 250 6.99 | | | | |
| Processor Brand | 2.49 - 4.49 | 60 3.9 | 3 2.69 - 3.99 | 110 | 3.82 | 3.99 | 10 3.99 | 3.99 | 20 3.99 | | |
| Private Brand | 4.99 | 30 4.9 | | 110 | 3.02 | 3.99 | 10 3.99 | 3.99 | 20 3.99 | | |
| Turkey Ham | 4.55 | 30 4.0 | 5 | | | | | | | | |
| Processor Brand | 3.29 - 3.98 | 30 3.6 | 4 2.79 | 20 | 2.79 | 2.69 - 2.99 | 90 2.86 | | | | |
| Private Brand | | | | | | | | | | | |
| Turkey Pastrami | | | | | | | | | | | |
| Processor Brand | 3.29 - 4.79 | 70 4.0 | 8 3.98 | 30 | 3.98 | | | 3.98 | 20 3.98 | | |
| Private Brand | | | | | | | | | | | |
| SERVICE DELI - Chicken | | | | | | | | | | | |
| Category 1 | | | | | | | | | | | |
| Processor Brand | 4.99 - 8.99 | 500 6.8 | 3 6.99 - 8.49 | 440 | 8.00 | 5.99 - 7.99 | 360 6.13 | | | | |
| Private Brand | 5.98 - 9.99 | 170 7.7 | | | 7.93 | 7.99 | 540 7.99 | 7.99 - 8.99 | 320 8.35 | | |
| Category 2 | | | | | | | | | | | |
| Processor Brand | 4.49 - 5.99 | 240 5.8 | 6 | | | | | | | | |
| Private Brand | 5.98 - 5.99 | 170 5.9 | 9 | | | | | | | | |
| SELF-SERVICE DELI | | | | | | | | | | | |
| (dollars per tub or pouch) | | | | | | | | | | | |
| Turkey 7-10 oz | | | | | | | | | | | |
| Processor Brand | 1.98 - 3.50 | 1,280 2.6 | 8 1.99 - 2.77 | 490 | 2.91 | 2.50 - 3.50 | 320 3.27 | 2.78 - 3.50 | 100 3.02 | | |
| Private Brand | 2.50 - 3.68 | 200 3.2 | 9 2.77 - 3.50 | 260 | 3.14 | 3.99 | 370 3.99 | 3.99 | 200 3.99 | | |
| Turkey 16 oz | | | | | | | | | | | |
| Processor Brand | 3.99 - 5.00 | 200 4.8 | 8 3.89 - 5.99 | 540 | 5.06 | 5.00 | 550 5.00 | 4.49 - 5.00 | 330 4.99 | | |
| Private Brand | | | | | | | | | | | |
| Chicken 7-10 oz | | | | | | | | | | | |
| Processor Brand | 1.98 - 3.50 | 1,240 2.6 | | | 2.67 | 2.50 - 3.50 | 320 3.27 | 2.78 - 3.50 | 100 3.02 | | |
| Private Brand | 2.50 - 3.50 | 170 3.2 | 6 2.77 - 3.00 | 70 | 2.90 | 3.99 | 370 3.99 | 3.99 | 200 3.99 | | |

Category 1: composed of 1-3 whole breast lobes using no binders. (slicing)

Category 2: composed of multiple (5-7) whole or partial breast muscles; sectioned and formed with minimal binders. (thin slicing)

Category 3: composed of multiple muscle pieces chopped and reformed into desired shape. (shaving)